

<b>SELFHELP COMMUNITY SERVICES, INC.</b>		<b>Policy #: 20</b>
CORPORATE COMPLIANCE POLICY AND PROCEDURE MANUAL		<b>Page 1 of 3</b>
<b>Subject:</b> Marketing	<b>Effective Date</b> January 2006	<b>Revision Date</b> 2/2008, 3/2018, 8/2023
<b>Section:</b> Corporate Compliance General		

**POLICY:**

All marketing literature and materials are reviewed by Administration prior to printing or distribution to ensure that the materials are in accordance with the *Corporate Compliance Code of Conduct & Ethical Behavior*.

**PROCEDURE:**

1. All literature produced for the purposes of marketing the services and products of Selfhelp Community Services Inc. is reviewed by Administration to ensure that the written material is accurate and does not offer any service or product that the organization cannot provide. Such literature may not make any false statements or guarantees of results.
2. Materials or items of minimal value may be used for the promotion of services to individual clients and/or to contractors that are primarily associated with a professional's practice such as pens, notepads, and similar 'reminder' items with company or product logos as long as they are not offered in exchange for services or in a manner which interferes with the independence of a healthcare professional's referral practices or individual choice of service provider.
3. Incentives given to individuals to promote the delivery of preventative care are recognized exceptions to health care fraud and abuse laws. Preventive care is defined in 42 CFR 1003.101 to mean items and services that:
  - (i) are covered by Medicare or Medicaid.
  - (ii) are either pre-natal or post-natal well-baby services or are services described in the *Guide to Clinical Preventive Services* published by the U.S. Preventive Services Task Force (up-to-date copies are kept by the Corporate Compliance Officer). Such incentives may not be in the form of cash or cash equivalents

and may not be disproportionate to the value of the preventive care provided. (See 42 CFR 1003.101; 65 FR 24400 and 24409.)

- (iii) Health care pamphlets and similar informational items or training tapes are permissible if they are of nominal value (\$10.00 individual and no more than \$50 in aggregate annually per client) and serve a genuine educational function;
- (iv) Transportation to and from preventive care services where such services are offered on a compensated basis by Selfhelp at fair market value
- (v) Any of the items specified in the next statement or other items specifically approved in writing by Administration.

4. The OIG has interpreted the prohibition on remuneration to beneficiaries to permit providers to offer beneficiaries inexpensive gifts (other than cash or cash equivalents) or services without violating the statute. Inexpensive gifts or services are those that have a retail value of no more than \$10 individually, and no more than \$50 in the aggregate annually per client. The following are the only non-health related items that employees or any agent of Selfhelp may offer, without charge to clients or potential clients:

- (i) CPR training offered to the public (or segment thereof) at large;
- (ii) Participation in health fairs.
- (iii) Tee shirts, exercise videos, and water bottles provided for participating in post-cardiac care fitness, falls prevention or other wellness program.
- (iv) Written materials (books, pamphlets, etc.) emphasizing public safety matters;
- (v) Small items with Selfhelp's logo, such as coffee mugs, pens, notepads, key change, calendars, and magnets;
- (vi) Greeting cards;
- (vii) Refreshments; and
- (viii) Other items specifically approved in writing by Administration.

5. Under no circumstance should employees of Selfhelp or any agents of Selfhelp offer free items or services to clients or potential clients except for those listed above. The following may not be provided:

- (i) Cash;
- (ii) Use of employee's credit cards or fare cards;
- (iii) Airline tickets;

- (iv) Payment of insurance premiums;
- (v) Payment of living expenses;
- (vi) Computers, software, fax machines, cellular phones or other technical device not used for the provision of care and services as defined by a programs Telehealth/medicine program;
- (vii) Waivers of coinsurance and deductible based on ability to demonstrate financial hardship. This requires approval of the Corporate Compliance committee to ensure uniformed and objective criteria and is in compliance with Selfhelp's charitable intent.
- (viii) With respect to waiver of co-insurance and deductibles, Selfhelp employees shall not:
  - Offer any waiver of co-insurance and/or deductible to clients or potential clients unless specified under this policy
  - Advertise to the general public that Medicare, Medicaid, or private insurance is accepted as payment in full.
  - Advertise to the general public that patients will incur no out-of-pocket expenses.
  - Advertise the availability of waivers of co-insurance and deductible amounts in any way, except to advise individual clients or health care providers of the limited availability of such waivers upon inquiry or upon knowledge that client may qualify for a waiver.
  - Routinely use financial hardship as a means of waiving deductible and/or co-pays.
  - Fail to collect co-insurance and deductibles from a specific group of Medicare, Medicaid or insurance program clients for reasons unrelated to indigence or managed care contracting, in order to gain referrals.
  - Selfhelp employees may not offer cash or any other benefit to physicians or discharge planners in exchange for referrals.